

## Introduction

### PURPOSE

As a leader of the Professional Selling Skills Applications workshop, it's your job to ensure that participants can:

- integrate their own product, customer, and competitive knowledge with the PSS skills
- practice the PSS skills in scenarios drawn from their own selling situations

To achieve the above, you need to:

- have a thorough **understanding of PSS Core concepts and skills**
- have a thorough **understanding of the activities in the PSS Applications Workshop**
- be able to **demonstrate the PSS Applications call planning process**, using relevant examples drawn from participants' selling environment
- be able to **provide feedback** to participants on their **use of the skills and their organization of product, customer, and competitive information**
- be able to **facilitate meaningful discussions** about the use of PSS skills in participants' sales interactions

The Professional Selling Skills Applications Train-the-Trainer Workshop will give you the understanding and practice you need to successfully lead Professional Selling Skills Applications seminars.

### PREREQUISITE

The PSS Applications Train-the-Trainer Workshop is intended for individuals who have already participated in a Professional Selling Skills Core seminar and Applications workshop.

## OUTCOMES

During the Train-the-Trainer Workshop, you'll refine your **ability to lead** a successful PSS Applications program. The coaching and feedback you receive during the workshop will develop the following key competencies:

1. Describe the scope, intent, and business rationale for the PSS Applications program in a concise and compelling manner.
2. Conduct key PSS Applications activities in accordance with the recommended step-by-step procedures.
3. Successfully fulfill the appropriate seminar leader role(s) based on the instructional intent of activities.
4. Know what information is needed to prepare an Applications workshop and how to organize this information for use during the workshop.

By the end of the workshop, you can expect to:

- see improvements in these competency areas
- feel comfortable with your ability in each of these areas (and/or understand how to improve your ability)
- feel confident about conducting a PSS Applications workshop

## Prework Assignments

The following pages describe the Prework activities you may be asked to complete before attending the PSS Applications Train-the-Trainer Workshop and indicate the amount of time you should allow for completing each activity.

Some time before the workshop you will receive a **letter** confirming your attendance at the workshop and assigning the **specific activities you are expected to complete** ahead of time.

### **Prework Activity 1: Review of PSS Applications Participant Materials** (20 minutes)

Reacquaint yourself with the participant materials for the PSS Applications program. In particular, review any materials you:

- have questions about (e.g., when or how they're used during the seminar)
- didn't use during the Applications program in which you participated (e.g., the Tool Kit)

Note any questions you have about the participant materials and their use in the program so you can receive answers during the Train-the-Trainer Workshop.

**Prewrite Activity 2:**  
**Overview of PSS Applications Facilitator's Guide**  
(45 minutes)

To understand how the PSS Applications Facilitator's Guide is organized and used:

1. Read the Preface and Section 1: Overview, Section 2: Preparation, and Section 3: Schedule and Checklists. As you read these sections, place a check mark in the margin next to any information about which you have a question.
2. Study the training schedule that begins on page 3 in Section 3 to become familiar with the sequence of activities in the workshop.
3. Skim Section 4: Step-by-Step Procedures to understand what information is contained in this section and how it is organized.
4. Skim Section 5: Appendixes to reacquaint yourself with the prepared flip charts and wall charts for the program.
5. Skim Section 6: Measurement to understand what PSS Measurement instruments and forms are included in this section.

**Pework Activity 3:**  
**Preparing Examples for the Facilitator-Led Demonstrations**  
(60 minutes)

1. Briefly review the pages on Focus Areas in Section 2 of the Facilitator's Guide (pages 2–6).
2. Using the “Knowing Your Customers” Checklist in Section 3 of the Facilitator's Guide (pages 5–11), collect the information needed on focus areas for the PSS Applications workshop you will be leading. Meet/ collaborate with appropriate sales or marketing executives, participants, and/or other designated experts to gather this information.
3. Using the Facilitator-Led Demonstrations Planning Form in Section 3 of the Facilitator's Guide (pages 13–16), prepare the examples needed to conduct the facilitator-led demonstrations for the Applications workshop you will be leading. Work with the same or other appropriate resources to gather this information.
4. Bring the completed checklist and planning form with you to the Train-the-Trainer Workshop.

**Note:** If it's not possible to complete the Facilitator-Led Demonstration Planning Form for the Applications workshop you will be leading, complete it using examples from the Applications workshop you attended already. Prepared examples are necessary for you to be able to practice conducting the facilitator-led demonstrations during the Train-the-Trainer Workshop.

## **Pework Activity 4: Review of Key Activities**

(2 hours)

During the Train-the-Trainer Workshop, you will practice leading key activities from PSS Applications and receive feedback from fellow workshop participants and the master trainer on your delivery of the activities you lead.

To prepare, carefully review the step-by-step procedures for the activities listed on the next page so that, with only a minute or two additional preparation, you could conduct any of them.

## KEY ACTIVITIES

Activity	Time Required to Conduct	Facilitator's Guide Pages (Section 4)
Workshop Overview	10 minutes	16–21
Facilitator-Led Demonstration: Introduction of Call Planning Profile	20 minutes	28–35
Facilitator-Led Practice: Probing and Supporting		
➤ Steps 1–3	25 minutes	48–51
➤ Steps 4–5	25 minutes	51–55
Role Play: Case 1* (setup and debrief)	20 minutes	68–75
Large Group Activity and Individual Activity: Developing Exclusive Benefits List*	25 minutes	94–101
Paired Practice: Probing to Create Customer Awareness of Needs for Own Exclusive Benefits*	15 minutes	102–105
Large Group Activity: Coding Concerns, Listing Proof Sources, and Identifying Showstoppers*	20 minutes	112–115
Team Preparation: Developing Showstoppers*	15 minutes	116–121
Team Drill: Practicing Restarters*	10 minutes	122–127

*\* Indicates reduced time for presentation.*

### Prewrite Activity 5: Facilitator Challenges (15 minutes)

Develop a list of challenges you foresee in conducting the Professional Selling Skills Applications program. Be prepared to share them at the beginning of the Train-the-Trainer Workshop so they can be addressed during the workshop.

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